

# incredible news

Communicating the Value of Your Checkoff Dollars

OCTOBER 2014

## Reaching Consumers at Retail

During the last two years, AEB has redoubled its efforts in the retail channel. One approach is through major partnership promotions with complementary brands. Typically, these promotions feature a consumer offer to incentivize incremental egg purchases, along with communications both inside and outside the store to build awareness of the offer and drive sales. These partnerships help extend the reach and impact of AEB's promotional efforts, while also sharing the costs among the participating brands.

Earlier this year, AEB conducted egg promotions with a number of brands, including Avocados from Mexico, Cholula Hot Sauce, Butterball Turkey Bacon, Bimbo Bakeries and Keebler Crackers. This fall, AEB has three major promotions in place, including:

- **August - September:** Florida Dept. of Citrus and Kroger for *Buy 1 Dozen Eggs and 1 Orange Juice, and Save \$2.* This offer was communicated via shelf talkers in 2,400 Kroger stores.
- **September - October:** Florida Dept. of Citrus and Ahold (Stop & Shop, Giant, Martin's) for *Buy 1 Orange Juice, and Get a Dozen Eggs Free.* This offer was communicated via shelf talkers in 759 stores.
- **October:** Florida Dept. of Citrus, Pillsbury and Walmart Supercenters for *Buy 1 Orange Juice and 1 Pillsbury Grands! biscuits, and Get a Dozen Eggs Free.* This offer was communicated via an ad in *Woman's World* magazine and in-store signage and recipe card tear pads.

Together, these promotions should help drive eggs sales ahead of the all-important holiday baking period. ●

**INCREDIBLE + AMAZING = awesome savings!**

**Save \$2.00**

when you buy (1) 12 - ct. store brand eggs and (1) 59 oz. or larger 100% Florida Orange Juice

incredible! American Egg Board

AMAZING INSIDE FLORIDA ORANGE JUICE

AMERICAN EGG BOARD



**American Egg Board**  
PO Box 738  
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Park Ridge, IL 60068  
O 847.296.7043  
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IncredibleEgg.org  
AEB.org

**Make it incredible!**

**Grandwich Breakfast Sandwiches**

GOOD ONLY AT WALMART!  
EXPIRES XX/XX/XX

**GET ONE (1) FREE 12-CT. CARTON OF EGGS**  
(up to \$2.00 value)

when you buy ONE (1) Pillsbury® 8-ct. Grands!™ Biscuits AND ONE (1) 59 oz. or larger 100% Florida Orange Juice

PREP TIME 15 min | TOTAL TIME 30 min  
INGREDIENTS 4 | SERVINGS 8

**INGREDIENTS**

- 1 can (16.3 oz.) Pillsbury® Grands!™ refrigerated biscuits
- 8 slices packaged precooked bacon, cut in half crosswise
- 6 eggs, scrambled
- 8 slices (3/4 oz each) American cheese

CONSUMER: One coupon per purchase only on products indicated, any other use constitutes fraud. Void if reproduced, altered or expired. Do not transfer. Offer good only in the US.

you face selected products of purchase of all merchandise open only and the void. Coupon is restricted by law to whom it is not clearhouse print of this store Egg Board with only

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**FREE EGGS**

incredible!

THERE'S AMAZING INSIDE FLORIDA ORANGE JUICE

American Egg Board

**GET ONE FREE DOZEN CARTON OF EGGS**  
(up to \$2.00 value)

when you buy ONE Pillsbury® 8-ct. Grands!™ Biscuits AND ONE 59 oz. or larger 100% Florida Orange Juice

**GRANDWICH BREAKFAST SANDWICHES**

Recipe and coupon details on back

Pillsbury AMAZING INSIDE FLORIDA ORANGE JUICE incredible!

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## IENC Hosts First Nutrition Symposium

The International Egg Nutrition Consortium (IENC) held its first symposium “Eggs in Human Nutrition: Current Research and Future Directions” on September 10, as part of the International Egg Commission’s Global Leadership Conference held in Edinburgh, Scotland.

The successful symposium featured four speakers from three continents who discussed new research pertaining to eggs in health and nutrition. Below is a recap of the presenters and topics covered in the symposium:

**Dr. Tania Markovic**, Director of Metabolism & Obesity Services, and a senior staff specialist in the department of endocrinology at the Royal Prince Alfred Hospital in Sydney, Australia, spoke about “Eggs and Cardiometabolic Health.”

**Dr. Marta Miguel**, a researcher in the Department of Bioactivity and Food Analysis, Institute of Food Science Research (CIAL-CSIC), Madrid, Spain, spoke on “Egg protein bioactive compounds: looking for ‘wellness gastronomy.’” Dr. Miguel has worked for several years on studies designed to obtain functional ingredients with specific biological activities from egg whites.



**Dr. Tia Rains**, ENC’s Senior Director of Nutrition Research & Communications, spent 15 years in various clinical research roles, most recently as Senior Director of Metabolic Sciences for Biofortis prior to joining the ENC last year. Dr. Rains presented “New Research on Macronutrients & Health: Role of Protein in Eggs.”

**Dr. Mitch Kanter**, ENC’s Executive Director and Director of the IENC, presented on “The Health/Nutrition Environment Worldwide; Trends that May Impact the Egg Industry” and moderated the symposium.

The IENC Symposium is slated to be the first of many health/nutrition conferences to be held during future IEC events. The IENC was formed in 2012 as a means for egg industry professionals to share ideas and resources on issues related to egg nutrition and health. To date, IEC members from more than 40 countries have signed up to receive IENC mailings and information. ●

## REAL Egg Ingredients Fill Functional Gaps in Gluten-Free Formulating

AEB released a new white paper detailing the functional benefits REAL egg ingredients provide to gluten-free formulating. This paper coincides with the FDA regulatory deadline regarding gluten-free food labeling which went into effect on August 5, 2014. FDA stipulated a threshold of less than 20 parts per million (ppm) of gluten in order for a packaged food or beverage to post a gluten-free label.

Ingredient choices are critical not only to comply with the ruling for labeling, but also to create a product with desired texture, mouthfeel, taste and shelf life. This new white paper explains how REAL eggs qualify as gluten-free ingredients and details some of the 20-plus functional benefits egg ingredients supply formulations.

To download AEB’s new white paper about gluten-free formulating, or for studies about egg ingredient functionality, visit [AEB.org](http://AEB.org) and search “White Papers.” ●



# World Egg Day Kicks Off Holiday Social Media Blitz

More than 150 countries celebrate World Egg Day, and this year, the Incredible Edible Egg is taking the celebration social. Leading up to World Egg Day on October 10, the Incredible Adventurer Egg will be traveling the world sharing global egg facts and Incredible Egg ethnic recipes on Facebook, Twitter and Instagram. On World Egg Day, Twitter users will also be encouraged to enter a contest (#MyWorldEggDay) by answering a series of egg questions and posting photos/videos of themselves eating eggs or cooking egg dishes for a chance to win a \$500 travel gift certificate.

Following World Egg Day, the Incredible Egg will be taking advantage of the spirit of Halloween, a popular do-it-yourself holiday, and will reveal several spooktacular techniques and how-to's when it comes to creating zombie and spider eggs. Fans and followers will also get the inside scoop on how to make devilishly delicious deviled eggs the star of their Halloween party spread with easy-to-follow pictorials.

Watch out for World Egg Day and Halloween activities over the next month by visiting the Incredible Egg on Facebook, Twitter, Pinterest and Instagram. ●



Sept 17, 2014

Ashley,  
 Thanks for the presentation from Don Kellen. The info he provided was very informative and kept our group involved. Many good points about "egg production" were relayed and learned by those in attendance. I would definitely recommend this presentation to other organizations in our area. Once again, thank you for the opportunity.

Deans M Fischer  
 Sec, Wabasso Lions  
 Wabasso, MA

## Speakers' Bureau Reaching Local Audiences

AEB's Speakers' Bureau, which is part of the Good Egg Project, continues to reach local audiences about how eggs move from today's farms to their plates. To date and across the country more than 150 presentations have been made. Thank you to all those who have generously donated their time already!

The updated AEB.org now includes a section for the Speakers' Bureau, and teachers who are downloading AEB's lesson plans and *eggtivities* are now requesting presentations for their classrooms. A special thank you to both Greg Herbruck and Paul Vande Bunte for working with AEB's scheduler to reach students in Calhoun County who range in ages from 8 – 20.

If you've scheduled your own talks this year, please let Ashley Richardson, 224.563.3715 or arichardson@aub.org, know — as AEB tries to track the total presentations made throughout the industry. ●



## Expanding *Eggucation* Efforts

With The Education Center, AEB is creating 10 *eggsperiments* for teachers. Themes range from *Naked Eggs* to *How to Get an Egg in a Bottle*. There will also be two videos to support the *eggsperiments*. The two-minute video segments connect to various scientific aspects of education, including air pressure, health, hygiene, osmosis and more. These *eggucational* resources will be housed with the lesson plans on AEB.org.

AEB's sweepstakes with The Education Center is entering its third month. Teachers are receiving updates on this promotion via email, and more than 350 entries are being received weekly. AEB continues to receive requests for information based on its promotions with this partner.

The partnership with the American Academy of Family and Consumer Science (AAFCS) is bringing additional attention to AEB's new lesson plans and to the sweepstakes. AAFCS' October newsletter, *FastFACS*, also promoted AEB's resources. Additionally, digital ads and contributed editorial content will reach AAFCS members throughout the rest of the year. ●

## Breakfast Research Highlighted

New ENC-funded research published in *Nutrition Journal* suggests that a high protein breakfast leads to a decrease in post-meal food cravings, and an increase in a blood-borne marker associated with wellbeing.

These research findings highlight that affordable and versatile sources of high-quality protein, like eggs, can be consumed as part of a heart-healthy diet, and can help individuals manage calorie intake throughout the day to maintain an optimal body weight. ●

Egg Nutrition Center



*Citation: Hoertel HA, Will MK, Leidy HJ. A randomized crossover, pilot study examining the effects of a normal protein vs. high protein breakfast on food cravings and reward signals in overweight/obese "breakfast skipping," late-adolescent girls. Nutr J. 2014;13:80. (Study from Dr. Heather Leidy's lab at the University of Missouri)*